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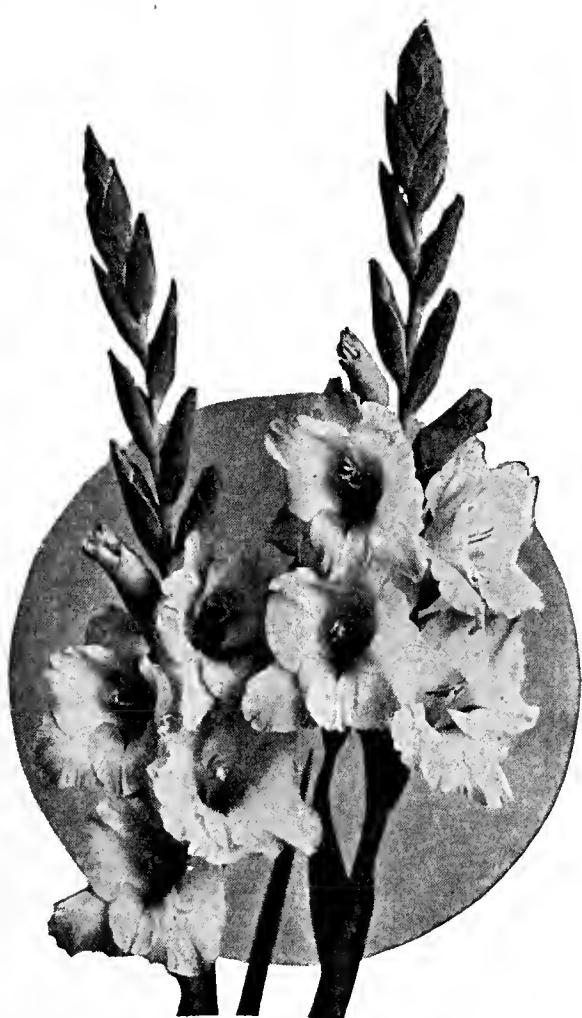
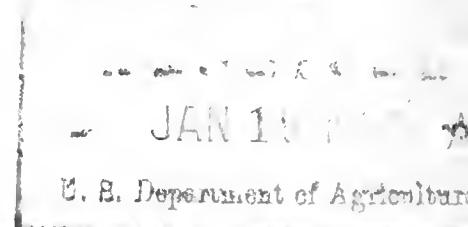
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1937 RETAIL PRICE LIST

# GLADIOLI

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## OF FINEST VARIETIES



ROBERT J. KUNDERD  
GLADIOLUS FARM  
GOSHEN     »     «     INDIANA

*The Home of Better Gladioli at Better Prices*

## SECOND GENERATION OF KUNDERDS IN GLADIOLUS BUSINESS

### Special Notice

## ROBERT J. KUNDERD

*Son of World Famous*

**A. E. KUNDERD**

*Enters His Own Retail Business With a*

***Wonderful Selection of  
Bulbs***



**5c to 25c**

for the

## **FINEST BULBS**

**Generally Sold at Higher Prices**

***The Best Bargains of  
the Year***

## **ROBERT J. KUNDERD CARRIES ON!**

A. E. Kunderd is my father. His life was spent developing gladioli strains that are now known in all parts of the civilized world as his creations. The enormous business which grew up under his careful efforts always to satisfy his customers, is now out of his control. Therefore, I am not in a business opposed to him.

I have received so many letters from my father's friends and former customers showing clearly that they are confused. I am very anxious that they understand just exactly what the facts are. At the time this catalog was placed in the mails, MY FATHER, A. E. KUNDERD, NO LONGER WAS CONNECTED WITH ANY ORGANIZATION GROWING OR SELLING GLADIOLI BULBS. During the depression he lost his large business that he founded years ago, and I, Robert J. Kunderd, AM THE ONLY MALE MEMBER OF THE ORIGINAL FAMILY BEARING THIS NAME THAT IS IN THE GLADIOLUS BUSINESS.

Beginning as a small boy at the age of seven, helping my father in the fields, it became second nature for me to compare the qualities of the blossoms and bulbs, and from the many hundreds of varieties that I have handled during my lifetime, I found I was mentally forming standards that I would some day use if I ever started my own gladiolus business. Years ago I began my own private record books and every season I have closely checked the varieties that I favored and which were the favorites of the many hundreds of visitors to my father's Gladioli fields. Sometimes it was hard to discard pet glads when better varieties were developed to take their place. But I had set my goal at approximately 150 gladioli varieties

that would equal or surpass anything in the gladiolus world.

Another idea which developed in my mind over a period of years was that the majority of gladioli lovers were people in ordinary circumstances like myself and it certainly was a pity to keep such beautiful flowers out of the reach of these men and women. This is my reason for pricing the finest at from 5c to 25c per bulb. I have had lots of opposition to my plan, but have decided to go through with it and prove that I am right. I believe that I can conduct a successful business by giving my customers varieties that come up to my own critical standards at prices well within the reach of everybody.

I grow no gladioli mixtures because there are varieties that produce more abundantly than others, thereby making unbalanced mixtures—too many of one kind and not enough of other varieties. At my low prices for named kinds, you may order what you want and know what you are getting. I have always thought that buying mixtures was like buying a cat in a sack or something sight unseen.

Every order will receive a full measure of personal interest so as to be sure that each customer receives all that is expected and more. Many other things that will help serve the customer in the best way possible are constantly kept in mind.

Twenty-nine years of actual experience in the growing of gladioli for my father, A. E. Kunderd, Goshen, Indiana, and five years growing gladioli for myself, put me in a position to intelligently take care of the gladioli needs of my customers.

*ROBERT J. KUNDERD.*

*Postage Prepaid On All Orders In U. S. A.*

**Cultural Directions Will Accompany All Orders**

## FLOWERS

'Mongst flowers pure I love to trod  
In gardens fair or in the sod.  
I like to take them in my hand  
And look into their faces grand.

They come in every shade and hue  
From purest white to dainty blue.  
No grander beauty could there be  
That ever human eye could see.

Not only for the young are they  
But also for the old and gray;  
To love, to hold, to keep so dear  
And fill their kind old hearts with cheer.

Pauline Kunderd  
Aug. 11, 1920

## TESTIMONIAL:

Here is a sample of many letters received. Would like to print several more but do not have the space this year.

June 14, 1935  
918 W. Main St.  
Danville, Ind.

Mr. Robert J. Kunderd  
Goshen, Indiana

Dear Sir:

Received bulbs in fine shape. Many thanks for extras and for generous measure of substitutions.

Respectfully,

Signed: ANSON S. THOMAS.

*Used with the writer's permission.*

## NOTICE MY REDUCED PRICES

*Special inducement for Early Orders on page 8. Before ordering see my Three Wonderful Collections offered on page 7.*

## A Fine Selection to Choose From

I have more than 100 varieties to offer for sale in this year's catalog and over 50 additional varieties that are being developed for sale within the next two years.

(Rld.)—Ruffled. (Pl.)—Plain. (Prim.)—Primulinus.

**AMBROSIA**—(Pl.) Color, refined old rose with lovely blotch of deep yellow with a fine blotch of deep red extending down into the throat of the flower.  
20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**ANNA MAE**—(Pl.) Color, a creamy white, flowers large and plenty open at once.  
10c each; 3 for 25c; 6 for 45c; 12 for 85c

**ANTHONY B. KUNDERD**—(Rld.) Large, intensely ruffled flower of delicate deep cream color, overspread finest blush pink .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**BUTTERBOY**—(Prim.) Large, buttercup-yellow flowers with distinct bar on lower petals.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**C. C. SHERLOCK**—(Pl.)—Deep red-salmon with a deeper toning on outer portions. Throat on lower petals has beautiful pure self-colored blotches of soft canary yellow, blended well with the salmon-red main color.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**CHICAGO**—(Rld.) Color, deep geranium-red. Border of all petals has a narrow line of a delicate bluish shade. Lower petals are beautifully feathered deeper red.  
15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**CREAM CUPS**—(Pl.) Color, a pure, soft creamy-white, delicately blushed over outer portion of all petals.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**CRINKLES**—(Rld.) Deep peach blossom pink. Intensely ruffled. One of the most outstanding ruffled varieties.  
15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**DAINTY LILY**—(Pl.) Color, a soft, flesh pink flaked deeper on outer portion of all the petals, with throat of rich canary yellow ....15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**DELICACY**—(Pl.) Delicate deep rose pink, with white throat, softly blended with pink.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**DIONNE** (Pl.) Intense vermillion, overlaying a deeper salmon ground. Large, creamy white throat. Many large florets open. Grows tall. A very good variety.  
25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**DRAKOCEPHELUS**—(Pl.) The nearest green color glad that I have ever grown or seen.  
25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**DREAM**—(Rld.) Large bloom. Deep salmon-red; showy blotches .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**DR. NELSON SHOOK**—(Rld.) A giant in plant and flower. Deep Tyrian rose. Very outstanding.  
15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**EIGHTH WONDER**—(Pl.) Deep, smoky old rose with a lighter undertone. Lower petals of same color but delicately mottled and flaked, with central lines of red.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**ENIGMA**—(Pl.) Tall plant with large flowers. Strikingly striped red, white and blue. A real novelty.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**EXCELLENCE**—(Pl.) Color, a deep, orange-vermilion; almost self-color.....10c each; 3 for 25c; 6 for 45c; 12 for 85c

## Better Gladioli at Better Prices

**FAIREST PEARL**—(Pl.) A beautiful white of a delicate creamy tint and faintest soft yellow on lower petals. Tall plant ..... 20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**FAVORITE**—(Rld.) — Beautiful orange-salmon, deeper in throat. Tall, strong plant, with many large, finely ruffled flowers open at a time. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**GOLDEN LIGHT**—(Prim.) Fine spike with large flowers. Soft, deep sulphur yellow upper petals. Lower petals a very rich deeper yellow. Both colors perfectly blended. 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**GORDON L. PIRIE**—(Pl.) Color a glowing red, as pure a self-red as can be imagined. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**GRAND GLORY**—(Pl.) Flowers a golden-orange with a beautiful yellow throat. Both colors perfectly blended together ..... 15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**HUGO ECKENER**—(Pl.) Bright vermillion-red, upper portion of throat a little lighter, lower portion of throat deep rose-red. Petals a fiery orange-vermilion. 20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**IRENE RICH**—(Pl.) Tall, fine plant, many flowers open at a time. Deep salmon-pink, lightening towards the throat, which is a pure, soft yellow. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**JAP**—(Prim.)—Refined and pleasing tone of lemon yellow. The finest solid yellow Primulinus that I grow. 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**J. HORACE McFARLAND**—(Pl.) Approaches golden Ophelia rose color. Lower petals pure, deep canary yellow. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**JOANNA HILL**—(Rld.) A most pleasing deep peach blossom pink, with deeper large pink throat and fine narrow, creamy white central bar, or feather, extending into the base of the throat. A narrow white line borders all petals. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**JOHN T. McCUTCHEON**—(Pl.) A giant wonder red, with beautiful throat blotch. Named for the great cartoonist. 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**JOHN T. PIRIE**—(Pl.) A distinctly different colored variety of mahogany brown, with remarkable yellow bordered dark mahogany brown throat. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**KUNDERDII GLORY**—(Rld.) Beautiful, creamy apricot with light tint of pink, and fine markings of red on lower petals. This is the first scientifically produced Ruffled Gladiolus ..... 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**LEWIS E. GARY**—(Pl.) Very beautiful, soft blush tinted cream, with lower throat of purest canary yellow. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**LOELLA**—(Pl.) A fine smoky old rose, flaked deep smoky blue ..... 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**ULLABY**—(Prim.) A light orange yellow with a wider border of deeper orange red on ends of all the petals. Throat a deeper yellow than the upper petals. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**LUSTRE**—(Pl.) Large flowered, orange-vermilion. Grand and very beautiful. 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**MAGIC**—(Pl.) Tall, lavender blue, with large, rich, purple throat blotches ..... 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**MARIE KUNDERD**—(Rld.) An early fine white, an almost invisible soft pink line in center of lower petals. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MARSHAL FOCH**—(Rld.) A fine show flower, with many florets open at a time. Almost self-color of finest salmon pink ..... 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MARY CARMICHAEL**—(Pl.) Deep flesh pink over all petals, tinted faintest lavender rose pink. A delicate soft creamy yellow blends through inner portion of lower petals. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**MARY JANE**—(Pl.) A constant prize winning variety. Beautiful silvery pink with light lavender sheen. Delicate, clear throat and many large, perfectly placed flowers open at a time ..... 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MISS BLOOMINGTON**—(Pl.) Six to eight large, perfectly placed, rich lemon yellow blooms open at a time. A wonderful large yellow. 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**MODERN BEAUTY**—(Pl.) Color, deeply blushed soft lavender rose pink. Throat on lower petals has large, clear creamy blotches. 15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**MRS. CALVIN COOLIDGE**—(Prim.) Color of finest deep flesh or salmon rose pink. Lower petals of a soft creamy-yellow tint, bordered same shade of pink as the upper petals. Border of all petals has a very slight white line, adding materially to its attractiveness. 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**MRS. CHARLES A. STEVENS**—(Pl.) A very fine shade of flaked, rich deep rhodamine-purple. Throat stippled a fine purple on a subdued white ground. Very beautiful. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**MRS. E. A. HAMILL**—(Pl.) Color, a perfect yellow all over, entire flower unmarred by any shade or marking. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MRS. FRANK PENDLETON**—(Pl.) A grand variety. Bright rose-pink on a pure white ground, with a giant blotch of richest carmine red on lower petals. Awarded highest honors ..... 5c each; 3 for 15c; 6 for 25c; 12 for 45c

**MRS. GEORGE W. HAY**—(Pl.) A florist's or gardener's favorite. A beautiful self lavender rose, a little deeper in upper portion of throat; lower petals have a beautiful narrow feather of delicate soft rose-red. Only one bulb to each customer ..... 25c each

**MRS. JOHN T. PIRIE**—(Pl.) Upper side petals cream, blushed daintily at edges. Central upper petal faintly blushed delicate lavender, with faint lavender thread line on outer edges, blending inward. Lower petals richest soft canary yellow on inner portion, taking on the color of upper petals toward ends. 20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**MRS. PAUL DIEBALL**—(Pl.) Color, a decided glowing deep salmon pink. Lower throat somewhat deeper salmon. Tall grower with many flowers open at a time. 10c each; 3 for 25c; 6 for 45c; 12 for 85c

**NORTHERN LIGHT**—(Pl.) Lower petals and ends of upper a fine rose-pink. Upper throat almost white, lower throat a little darker than dark portion of petals. 25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**ORANGE FIRES**—(Rld.) Beautiful dark vermillion-red, with large throat blotches of deep purplish-red, and white central lines extending well toward the end of the petals. 15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

## Better Gladioli at Better Prices

**OTTO CARMICHAEL**—(Rld.) Color, intense deep yellow of a rich golden tinge, intensely ruffled.  
25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**PARAMOUNT**—(Pl.) A wonderful blending of pink and cream. Exceedingly choice, and a consistent prize winner.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**PAULINE FREDERICK**—(Rld.) Large, fine plant. Color, a soft canary or rich lemon-yellow.  
25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**PAULINE KUNDERD**—(Pl.) Pure rose pink of a most fresh and delightful tone, with throat of finest cream in perfectly harmonious blending with the pink. Very choice. Only one bulb to each customer .....25c each

**PHILATELIA**—(Pl.) Large flowers on a large, strong, vigorous plant. Color, deep Tyrian rose, upper portion of throat lighter.....15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**PREDOMINATOR**—(Pl.) Awarded the Indiana Gladiolus Society President's Shield as the most outstanding spike at the National Gladiolus Show at South Bend, Indiana, 1935. Exhibited by M. D. Manly, Elkhart, Ind. Extremely tall, very graceful, with five or more large flowers open. Richest salmon-scarlet, with a wide feather of a beautiful velvety red on lower petals, with a narrow creamy white line extending from the red about  $\frac{1}{2}$  inch. A wonderful cut flower and garden variety.  
15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**PROF. C. S. SARGENT**—(Pl.) Large flowers of a clean white color, slightly pink, with very light crimson markings on lower petals.....15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**PURPLE CROWN**—(Pl.) Tall, stately plant. Color, dark velvety purple, darker on lower petals and darkening towards the base of throat. A short narrow bar of subdued white extends from the dark purple blotches on the lower petals, lightening up the whole flower very effectively. A distinct and showy flower of very rich coloring. Only one bulb to each customer .....25c each

**PURPLE GLORY**—(Rld.) Deepest velvety maroon-red, with almost black blotches appearing to be burned into petals. Beautifully ruffled. Winner of hundreds of awards.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**PURPLE QUEEN**—(Rld.) Deep violet purple with darker throat. Much desired for floral decorations and a prize winner at all shows.  
10c each; 3 for 25c; 6 for 45c; 12 for 85c

**RAJAH**—(Pl.) A very choice giant dark red. Awarded first prize for best red without markings, at the American Gladiolus Society Show, Rochester, N. Y., August, 1925. Again in 1926, this variety received first prize as the best dark red variety at the A. G. S. Show.  
10c each; 3 for 25c; 6 for 45c; 12 for 85c

**RED FIRE**—(Pl.) Entire flower of richest, pure self-colored bright-red. Very striking and showy. Our brightest red gladiolus .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**RED SPLENDOR**—(Rld.) A decidedly brilliant scarlet, with lower petals a deeper, rich velvety red. A wonder glad.  
15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**ROBERT J. KUNDERD**—(Pl.) Color, most brilliant, deep- vermillion or orange-scarlet. A wonderful, showy self-color .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**ROMANCE**—(Pl.) Large, orange-salmon rose, red and yellow throat. Wine-blue bordered petals.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**ROSALIND**—(Rld.) Dark, aniline red, deeper throat. Distinct and very popular.  
10c each; 3 for 25c; 6 for 45c; 12 for 85c

**ROSE GLORY**—(Rld.) Large, fine flower of good texture. Pure, rose pink color. Deeper in throat. A fine ruffled gladiolus .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**SAFFRON KING**—(Prim.) Rich saffron-orange, beautifully flaked deeper orange. Clear, rich, golden yellow throat blotches .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**SENATOR BEVERIDGE**—(Pl.) Pure light blood-red, feathered very delicately a little deeper red on throat of lower petals. Very fine. Only one bulb to each customer.  
25c each

**SNOW BOY**—(Pl.) Tall white. Many flowers open at a time. Often has only one beautiful blotch on lower petals.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**SONG OF THE LARK**—(Rld.) Color, a very fresh tone of salmon-rose, flaked softly a deeper orange-salmon. Lower petals on outer portion, a soft creamy white, extending with a narrow central line of same color downward into the throat in a beautiful light bright rose-red.  
15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**SPOTTED GLOXINIA**—(Pl.) Large, brilliant, purple-red. Throat blotch stippled purple and edged yellow.  
25c each; 3 for 60c; 6 for \$1.15; 12 for \$2.20

**SWAN**—(Pl.) Color, softest white, with creamy tones in throat. Soft, delicately blushed toward the base on back of flowers. .....20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**SWEET ROSE**—(Pl.) Large flowers with strong plant. Purest deep rose pink with intense rose red throat blotch. First prize in the rose class in many shows.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**THOMAS A. EDISON**—(Rld.) An extraordinary gladiolus, named by special permission of the great wizard of inventions. Color an unusually velvety, dark blood-red. A very large and perfectly placed, wide open flower—wonderfully formed and heavily ruffled.  
20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**TIGER**—(Pl.) Color, deep smoky blue, outer edges of petals of finest salmon-red flaking. Throat red, outer portions white. Showy .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**VERMILION**—(Pl.) Beautiful deep orange or vermillion-scarlet flower. Large, pure white throat blotch with dainty soft canary yellow on outer portions.  
10c each; 3 for 25c; 6 for 45c; 12 for 85c

**VIRGINIA HALE**—(Pl.) Beautiful, soft creamy salmon-rose, deeper toward border of all petals. Very refined and beautiful variety.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**WEESIE**—(Pl.) Color, deep salmon or shrimp-red of very richest appearance. Throat a little deeper on lower petals in a soft rose pink. General appearance decidedly rich .....15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**WHITE BUTTERFLY**—(Prim.) A first-class all white, with soft, creamy white throat. Fine, slender stem and a beautiful cut flower.  
5c each; 3 for 15c; 6 for 25c; 12 for 45c

**WILLIAM BOOTH**—(Pl.) A shade between Tyrian rose and rhodamine purple, lower petals much deeper rhodamine purple .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

# Other Standard Varieties

## Handled for Convenience of My Customers

In order to save you the trouble of sending orders to two or three growers for old and new glad favorites, we are carrying an accommodation stock of varieties that are in demand.

**AFLAME**—Begonia-rose, edged with bright orange flame. Large and beautiful.

5c each; 3 for 15c; 6 for 25c; 12 for 45c

**ALBATROS**—A massive pure white. The florets are large and the color is perfect.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**ANNA EBERIUS**—A most unusual and desirable color of deep velvety purple.....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**AVE MARIE**—Light Lobelia blue. One of the best of light blues. The blotch in the throat of the flower adds to its beauty .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**BERTY SNOW**—A popular lavender, large blooms on tall, good spike .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**BETTY NUTHALL**—Tall, late salmon-orange. Very prolific. One of the best as to color and growth.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**BILL SNOWDEN**—An immense deep blood red often flaked darker. A very rich color.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**CADILLAC**—Golden apricot fading to apricot-rose toward edge of petals, no throat markings, stamens and pistils creamy white. Pleasing....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**COMMANDER KOEHL**—Gigantic flowers of dark scarlet, well formed, no blotches.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**DEBONAIR**—LaFrance pink, shaded to shrimp-pink, with creamy throat blotch, lightly flaked crimson. Tall spike. Very good flower.

15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**DR. F. E. BENNETT**—Large wide-open flower of rich peach-scarlet with throat stippled ruby and white.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**EMILE AUBRUN**—Coppery bronze with cherry blotch in throat .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**GOLDEN CUP**—Deep yellow, sometimes flaked a darker shade. Very good .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**GOLDEN DREAM**—Golden yellow flowers of medium size on tall stem .....5c each; 3 for 15c; 6 for 25c; 12 for 45c

**JENNY LIND**—Soft apricot pink, very pleasing.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**JONKHEER VAN TETS**—A lovely pure white, large.

15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**LOYALTY**—Large, clear, deep yellow.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MAID OF ORLEANS**—Large milky-white flowers with soft creamy throat.

20c each; 3 for 50c; 6 for 90c; 12 for \$1.70

**MAMMOTH WHITE**—One of the largest white varieties. Flowers are pure, glistening white.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MARMORA**—A beautiful, soft French gray with pale purplish throat. Smoky.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MILDRED LOUISE**—Outstanding color is a pure salmon (or strawberry) pink, self on upper petals with lower petals tipped strawberry-pink, blending to delicate yellow in throat .....15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**MINUET**—A clear light pinkish lavender. Considered by many as the best in this color.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MR. W. H. PHIPPS**—A fine pink with lovely salmon-pink stripes. Large flower and spike.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MRS. LEON DOUGLAS**—Said to be the largest gladioli in existence. Color is Begonia-rose, striped with flame and brilliant scarlet.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**MRS. P. W. SISSON**—Soft cameo-pink. Large flowers well placed on nice spike.

5c each; 3 for 15c; 6 for 25c; 12 for 45c

**MRS. RAY P. CHASE**—A very beautiful white with a delicate creamy throat.

15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**PELEGRINA**—Large dark blue. One of the very best blues.

15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**PFITZER'S TRIUMPH**—Flaming salmon. Large flower and spike .....10c each; 3 for 25c; 6 for 45c; 12 for 85c

**PICARDY**—A most sensational flower of delicate apricot-pink. Florets are all extremely large, slightly ruffled and of heavy wax-like substance.

15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

**RED PHIPPS**—Unusual color, really a pink overlaid scarlet. Strikingly beautiful.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**VAUGHAN'S WHITE**—A splendid large flower of satiny white, free from any markings.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**VEILCHENBLAU**—The color is a beautiful violet-blue, lightening toward the center. The entire flower appears, at the first glance to be made of blue velvet, the sheen is most beautiful.

10c each; 3 for 25c; 6 for 45c; 12 for 85c

**WURTENBERGIA**—Large scarlet with broad soft cream blotch. A charming flower.

15c each; 3 for 35c; 6 for 65c; 12 for \$1.20

# Three Wonderful Collections

## Bargains that Fit Your Pocketbook

A customer that is pleased with my bulbs and service is the best "ad" that I could ever hope to get. It is my ambition to produce gladioli from only *CHOICE* varieties, *TRUE TO NAME*, with *HIGH QUALITY* bulbs at *PRICES LOW ENOUGH* to meet the gladiolus needs of the average person.

After carefully figuring my production costs, order filling expense, etc., I find that if I use some of my spare time before the order filling rush begins in the Spring, in making up and *LABELING* these standard collections selected from some of my best varieties, so as to have them ready for mailing without any further cost, I can save a large part of my labor expense. I am passing this saving on direct to you, because the more you can save, the more bulbs you can afford to buy, and every bulb I ship is a silent salesman for me.

Those of you who delay ordering might find that my prepared collections have run out on some varieties. In such cases, I shall replace them with other varieties of the same color and price, as nearly as possible. Please keep in mind that there can be *NO CHANGES IN THE COLLECTIONS*, because that will cause extra work and add to my expense. This cannot be allowed at such prices. So please do not ask me to substitute other varieties. It cannot be done.

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In making up these collections I will use only large fine bulbs which measure  $1\frac{1}{4}$  inch and up in diameter, as these produce the finest spikes. Guaranteed true to name, each variety *SEPARATELY LABELED*.

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Postage prepaid by me on *THESE COLLECTIONS IN U. S. A.*

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See my Special Inducements for early orders on page 8.

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Please remember that there can be no *NO SUBSTITUTIONS OR CHANGES* in these *COLLECTIONS* unless I find it necessary when certain varieties are exhausted.

## COLLECTION NO. 60—\$4.00

*These bulbs come to you separately labeled with their correct name*

Bulbs	Variety	Catalog Price
3	Thomas A. Edison .....	\$ .50
3	Dracocephelus .....	.60
3	Picardy .....	.35
3	Northern Light .....	.60
3	Mrs. P. W. Sisson .....	.15
3	Mary Jane .....	.25
3	Predominator .....	.35
3	Miss Bloomington .....	.15
3	Vermilion .....	.25
3	Mrs. Frank Pendleton .....	.15
3	Minuet .....	.25
3	Red Splendor .....	.35
3	Mrs. Calvin Coolidge .....	.15
3	Golden Light .....	.15
3	Anna Mae .....	.25
3	Prof. C. S. Sargent .....	.35
3	Veilchenblau .....	.25
3	Debonair .....	.35
3	Betty Nuthall .....	.25
3	Butterboy .....	.15

60 Bulbs      Total Catalog Price ..... \$ 5.85

Delivered Prepaid to you for ..... 4.00

Saving to you ..... \$ 1.85

## COLLECTION NO. 40—\$3.00

*These bulbs come to you separately labeled with their correct name*

If you wish fewer bulbs, I am making up collections with 2 bulbs each of the 20 varieties in Collection No. 60.

40 Bulbs      Total Catalog Price ..... \$ 4.70

Delivered Prepaid to you for ..... 3.00

Saving to you ..... \$ 1.70

## COLLECTION NO. 20—\$2.00

*These bulbs come to you separately labeled with their correct name*

Those of you who have small gardens and wish only 20 bulbs, may have 1 each of the 20 varieties in Collection No. 60.

20 Bulbs      Total Catalog Price ..... \$ 2.35

Delivered Prepaid to you for ..... 2.00

Saving to you ..... \$ .35

# SPECIAL INFORMATION FOR CUSTOMERS

Orders will be filled in their turn as received.

Bulb orders will be filled as fast as possible and shipped as soon as the weather will permit after the first of March. They will be sent the best and most economical way, either by Parcel Post or Express. Safe arrival of bulbs is guaranteed to any point in the U. S. A.

At these extremely low prices, cash must accompany all orders. You may send remittance by Post Office Money Order, Bank Draft or personal check. With orders \$1.00 and under, remittance may be sent in U. S. postage stamps of small denominations.

**ALL ORDERS SENT POSTAGE PREPAID IN U. S. A.**

## **SPECIAL INDUCEMENT FOR EARLY ORDERS.**

In order to spread my work and reduce the last minute order filling rush, I am offering the following unusual inducements:

*15% added in bulbs, my selection, for orders received in the month of February; 10% added for March; 5% added for April.*

All varieties guaranteed true to name and of good quality bulbs. I have my State inspection permit for 1937 and my Gladioli bulbs are free from Thrips and Disease.

In filling your order, I will use only large, fine bulbs, which measure  $1\frac{1}{4}$  inch and up in diameter, as these produce the finest spikes.

In case of a mistake, please tell me and give me a chance to correct it. Complaints should be made within 10 days after receiving order.

**Help avoid mistakes by writing your name, address and order very plainly.**

**All bulbs in my catalog are offered subject to prior sale.**

## **SUBSTITUTIONS**

As my stocks become depleted, if you do not state otherwise, I shall substitute kinds as nearly as possible the same color and value as those ordered, or of higher value.

## **REFERENCES**

First National Bank, Goshen, Ind.; Salem Bank and Trust Company, Goshen, Ind.

**ROBERT J. KUNDERD**

**GLADIOLUS FARM**

**Goshen, Indiana**

**“The Home of Better Gladioli at Better Prices”**